BRITISH ACADEMY OF FILM AND TELEVISION ARTS

MASTERBRAND GUIDELINES

About BAFTA

Our vision is to support, develop and promote the art forms of the moving image, by identifying and rewarding excellence, inspiring practitioners and benefiting the public.

As a charitable organisation, giving our members, the industry and the public the opportunity to learn first-hand from leading practitioners in the film, television and games industries, via our year-round Learning & Events programme, is one of our key activities.

Amongst our other activities are our annual Awards ceremonies, held in the UK, which set the gold standard for industry practitioners everywhere.

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Awards	BRITISH ACADEMY FILM AWARDS	BRITISH ACADEMY TELEVISION AWARDS	BRITISH ACADEMY TELEVISION CRAFT AWARDS	BRITISH ACADEMY GAMES AWARDS
	BRITISH ACADEMY CHILDREN'S AWARDS	BRITISH ACADEMY SCOTLAND AWARDS	BRITISH ACADEMY CYMRU AWARDS	
Branches	BRITISH ACADEMY OF FILM AND TELEVISION ARTS Scotland	BRITISH ACADEMY OF FILM AND TELEVISION ARTS Cymru	BRITISH ACADEMY OF FILM AND TELEVISION ARTS Los Angeles	BRITISH ACADEMY OF FILM AND TELEVISION ARTS New York
	BAFTA SCOTLAND	BAFTA CYMRU	BAFTA LOS ANGELES	BAFTA NEW YORK
Connected sub-brands	BAFTA PRODUCTIONS	195 PICCADILLY	Deutsche Bank BAFTA A LIFE IN PICTURES	
Specific sub-brands	guru	KIDS' VOTE		
Sponsorships	EE BRITISH ACADEMY FILM AWARDS	arqiva BRITISH ACADEMY TELEVISION AWARDS		
Joint partnerships (examples)	BRITISH ACADEMY OF FILM AND TELEVISION ARTS South West Screen	BAFTA South West Screen		

Architecture

Stamps (Winners)

Stamps (Nominees)

Stamps (Other)

LOGOTYPES

THE MAIN ELEMENT OF THE BRAND, ACTING AS A SIGNATURE. IT APPEARS CONSISTENTLY ON THE MAJORITY OF MASTERBRAND APPLICATIONS.

Masterbrand

The BAFTA Masterbrand logotypes should be used on all corporate materials as shown, and not be changed or altered in any way.

The logotypes are made up of two elements: the marque and the type. These elements are combined at precise sizes and coordinate to create the logotype. This relationship must not be altered.

Large and small versions of all logotypes have been created, where some of the finer details within the marque have been simplified to achieve maximum clarity when used at small sizes.

To help establish the identity, the logotypes should appear in colour wherever possible. Positive and negative versions have been created in Pantone colours, CMYK and RGB. Please ensure you select the correct logotype, with the end usage in mind. The highlights on the mask should always be the lightest part of the marque. When the logo appears on a white or light background, the positive versions should be used, and on a black or dark background the negative versions should be used. Special versions for when the marque is intended to be foil blocked have also been created.

The Masterbrand exists in both full and abbreviated versions. These have different uses; the full Masterbrand is the primary brand, and should always be used in formal contexts; or when communicating to someone experiencing the brand for the first time. The abbreviated Masterbrand is only to be used when permission has been obtained from BAFTA. It is intended for use when the legibility of the full Masterbrand is compromised.

All versions of the logotype have been specifically drawn and can only be used from the master artwork, which is held and supplied by BAFTA. These artworks should cover all required usages and never be recreated.

Masterbrand: Positive

Recommended sizes for use on A-size formats, based on the height of the mask

A5 — *11mm*
A4 — *15mm*
A3 — *23mm*
A2 — *30mm*

Positive versions of the logo should be used on white or light backgrounds.

Large Positive Logotype
(BAFTA_MASTERBRAND_FULL_PMS_POS_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Small Positive Logotype
(BAFTA_MASTERBRAND_FULL_PMS_POS_SMALL.eps)
Minimum height of mask: 7mm
Maximum height of mask: 22mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Examples of how the positive logotype *should not* be used.

Do not use the negative logo and change the colour of the type

Do not use a solid panel behind the logotype

Do not distort or stretch the logotype in any way

Do not use the logotype as a tint or background image

Do not change the colour of the marque

Do not change the colour of the logotype

Abbreviated Masterbrand: Positive

The abbreviated versions of the Masterbrand logotype should only be used when permission has been obtained from BAFTA. This version is intended for use when the legibility of the full Masterbrand is compromised due to scale of usage.

Recommended sizes for use on A-size formats, based on the height of the mask

A5 — *11mm*
A4 — *15mm*
A3 — *23mm*
A2 — *30mm*

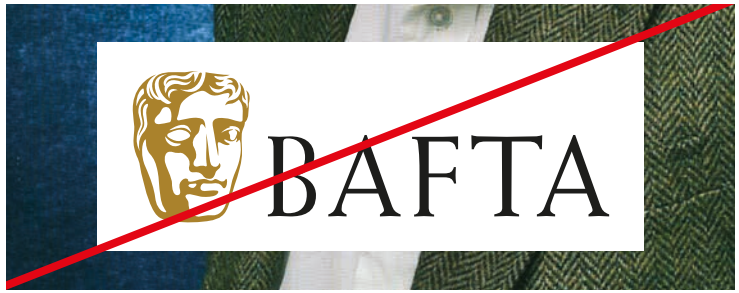
Positive versions of the logo should be used on white or light backgrounds.

Large Abbreviated Positive Logotype
(BAFTA_MASTERBRAND_ABBREV_PMS_POS_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Small Abbreviated Positive Logotype
(BAFTA_MASTERBRAND_ABBREV_PMS_POS_SMALL.eps)
Minimum height of mask: 7mm
Maximum height of mask: 22mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Examples of how the positive logotype *should not* be used.

Do not use the negative logo and change the colour of the type



Do not use a solid panel behind the logotype

Do not distort or stretch the logotype in any way

Do not use the logotype as a tint or background image

Do not change the colour of the marque

Do not change the colour of the logotype

Masterbrand: Negative

Recommended sizes for use on A-size formats, based on the height of the mask

A5 — *11mm*
A4 — *15mm*
A3 — *23mm*
A2 — *30mm*

Negative versions of the logo should be used on black or dark backgrounds.

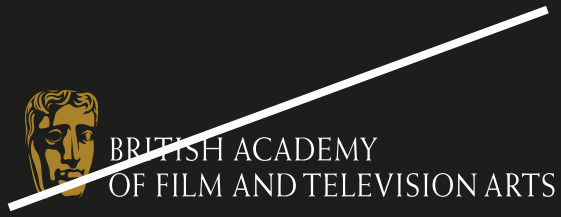
Large Negative Logotype
(BAFTA_MASTERBRAND_FULL_PMS_NEG_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Small Negative Logotype
(BAFTA_MASTERBRAND_FULL_PMS_NEG_SMALL.eps)
Minimum height of mask: 7mm
Maximum height of mask: 22mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Examples of how the negative logotype *should not* be used.

Do not use the positive logo and change the colour of the type

Do not use a solid panel behind the logotype



Do not distort or stretch the logotype in any way

Do not use the logotype as a tint or background image

Do not change the colour of the marque

Do not change the colour of the logotype

Abbreviated Masterbrand: Negative

The abbreviated versions of the Masterbrand logotype should only be used when permission has been obtained from BAFTA. This version is intended for use in commercial contexts, or when the legibility of the full Masterbrand is compromised due to scale of usage.

Recommended sizes for use on A-size formats, based on the height of the mask

A5 — *11mm*
A4 — *15mm*
A3 — *23mm*
A2 — *30mm*

Negative versions of the logo should be used on black or dark backgrounds.

Large Abbreviated Negative Logotype
(BAFTA_MASTERBRAND_ABBREV_PMS_NEG_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Small Abbreviated Negative Logotype
(BAFTA_MASTERBRAND_ABBREV_PMS_NEG_SMALL.eps)
Minimum height of mask: 7mm
Maximum height of mask: 22mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Examples of how the negative logotype *should not* be used.

Do not use the positive logo and change the colour of the type

Do not use a solid panel behind the logotype

Do not distort or stretch the logotype in any way

Do not use the logotype as a tint or background image

Do not change the colour of the marque

Do not change the colour of the logotype

Masterbrand: Black and White

In some cases (eg. newsprint), it may not be possible to use colour. Black and White versions of the Masterbrand logo have therefore been created. There are two options for using Black and White: Greyscale and Monotone.

Greyscale uses a 50% tint of the black to replace the gold mask. This version would most likely be used in high-quality black and white print, or in newspapers.

The Monotone version uses 100% black and white. It should be chosen if the print process is crude or the logotype must be used at small sizes.

All versions of the logotype have been specifically drawn and can only be used from the master artwork, which is held and supplied by BAFTA.

Recommended sizes for use on A-size formats, based on the height of the mask

A5 — *11mm*
A4 — *15mm*
A3 — *23mm*
A2 — *30mm*

Please note
All of these logos have been created in positive and negative.

EPS vector files have been created for Foil, PMS and CMYK colour modes.

RGB PNG files have also been created for use on screen and web.

Masterbrand: Black and White, Positive

BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

Large Positive Greyscale Logotype
(BAFTA_MASTERBRAND_FULL_GREY_POS_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (CMYK) and web (RGB png)

BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

Large Positive Mono Logotype
(BAFTA_MASTERBRAND_FULL_MONO_POS_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (CMYK) and web (RGB png)

Masterbrand: Black and White, Negative

Recommended sizes for use on A-size formats, based on the height of the mask

A5 — *11mm*
A4 — *15mm*
A3 — *23mm*
A2 — *30mm*

Please note
All of these logos have been created in positive and negative.

EPS vector files have been created for Foil, PMS and CMYK colour modes.

RGB PNG files have also been created for use on screen and web.

Large Negative Greyscale Logotype
(BAFTA_MASTERBRAND_FULL_GREY_NEG_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (CMYK) and web (RGB png)

Large Negative Mono Logotype
(BAFTA_MASTERBRAND_FULL_MONO_NEG_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (CMYK) and web (RGB png)

Abbreviated Masterbrand: Black and White, Positive

The abbreviated versions of the Masterbrand logotype should only be used when permission has been obtained from BAFTA. This version is intended for use in commercial contexts, or when the legibility of the full Masterbrand is compromised due to scale of usage.

Recommended sizes for use on A-size formats, based on the height of the mask

A5 — *11mm*
A4 — *15mm*
A3 — *23mm*
A2 — *30mm*

Please note

All of these logos have been created in positive and negative.

EPS vector files have been created for Foil, PMS and CMYK colour modes.

RGB PNG files have also been created for use on screen and web.

Large Abbreviated Positive Greyscale Logotype
(BAFTA_MASTERBRAND_ABBREV_GREY_POS_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (CMYK) and web (RGB png)

Large Abbreviated Positive Mono Logotype
(BAFTA_MASTERBRAND_ABBREV_MONO_POS_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (CMYK) and web (RGB png)

Abbreviated Masterbrand: Black and White, Negative

The abbreviated versions of the Masterbrand logotype should only be used when permission has been obtained from BAFTA. This version is intended for use in commercial contexts, or when the legibility of the full Masterbrand is compromised due to scale of usage.

Recommended sizes for use on A-size formats, based on the height of the mask

A5 — *11mm*
A4 — *15mm*
A3 — *23mm*
A2 — *30mm*

Please note
All of these logos have been created in positive and negative.

EPS vector files have been created for Foil, PMS and CMYK colour modes.

RGB PNG files have also been created for use on screen and web.

Large Abbreviated Negative Greyscale Logotype
(BAFTA_MASTERBRAND_ABBREV_GREY_NEG_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (CMYK) and web (RGB png)

Large Abbreviated Negative Mono Logotype
(BAFTA_MASTERBRAND_ABBREV_MONO_NEG_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (CMYK) and web (RGB png)

Branches

Individual logotypes have been created for BAFTA's branch offices in Wales (Cymru), Scotland, Los Angeles and New York. Master artwork files have been created in positive and negative, in Pantone, CMYK, RGB and Foil colour modes all at large and small sizes.

It is important when working with any of these brands to adhere to the basic principles of the BAFTA Masterbrand logo, outlined in the first section of the guidelines.

Please note
All of these logos have been created in positive and negative.

EPS vector files have been created for Foil, PMS and CMYK colour modes.

RGB PNG files have also been created for use on screen and web.

Please refer to the Masterbrand guidelines for guidance on minimum and maximum usage sizes for each.

Branches

BAFTA Cymru
(BAFTA_BRANCHES_CYMRU_FULL_PMS_POS_LARGE.eps)
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

BAFTA NewYork
(BAFTA_BRANCHES_NEW-YORK_FULL_PMS_POS_LARGE.eps)
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

BAFTA Los Angeles
(BAFTA_BRANCHES_LOS-ANGELES_FULL_PMS_POS_LARGE.eps)
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

BAFTA Scotland
(BAFTA_BRANCHES_SCOTLAND_FULL_PMS_POS_LARGE.eps)
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Abbreviated Branches

The abbreviated versions of the Masterbrand logotype should only be used when permission has been obtained from BAFTA. This version is intended for use in commercial contexts, or when the legibility of the full Masterbrand is compromised due to scale of usage.

Please note
All of these logos have been created in positive and negative.

EPS vector files have been created for Foil, PMS and CMYK colour modes.

RGB PNG files have also been created for use on screen and web.

Please refer to the Masterbrand guidelines for guidance on minimum and maximum usage sizes for each.

BAFTA Abbreviated Cymru
(BAFTA_BRANCHES_CYMRU_ABBREV_PMS_POS_LARGE.eps)
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

BAFTA Abbreviated NewYork
(BAFTA_BRANCHES_NEW-YORK_ABBREV_PMS_POS_LARGE.eps)
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

BAFTA Abbreviated Los Angeles
(BAFTA_BRANCHES_LOS-ANGELES_ABBREV_PMS_POS_LARGE.eps)
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

BAFTA Abbreviated Scotland
(BAFTA_BRANCHES_SCOTLAND_ABBREV_PMS_POS_LARGE.eps)
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

The Illustrated Marque

The BAFTA Masterbrand logotype should be used on all corporate materials, wherever possible, as it helps to increase recognition of the organisation's identity. However, there may be instances when branding is required, but where the space available does not allow the logotype to be used effectively. In these rare cases, the marque may be used on its own without supporting type.

The marque can be used to badge the organisation but only where there is a direct association to the full Masterbrand logotype. For example, on the spine of a book as a publication mark, or at an event or location to decorate or signpost.

As with the Masterbrand logotype, a variety of artworks have been created in large and small sizes, and various colour breakdowns. Please ensure you select the correct logotype, with the end usage in mind. The highlights on the mask should always be the lightest part of the marque. When the logo appears on a white or light background, the positive versions should be used, and the negative versions should be used on a black or dark background.

All versions of the logotype have been specifically drawn and can only be used from the master artworks, which are held and supplied by BAFTA.

Please note
EPS vector files have been created for Foil, PMS and CMYK colour modes.

RGB PNG files have also been created for use on screen and web.

Positive versions of the marque should be used on white or light backgrounds.

The Illustrated Marque, Positive

Large Positive Marque
(BAFTA_MASK_PMS_POS_SMALL.eps)
Minimum height of mask: 23mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Small Positive Marque
(BAFTA_MASK_PMS_POS_LARGE.eps)
Minimum height of mask: 7mm
Maximum height of mask: 22mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Examples of how the positive logotype *should not* be used.

Do not use the positive marque on a dark background

Do not use a solid panel behind the marque

Do not distort the marque in any way

Do not use the marque as a tint or background image

Do not change the colour of the marque

Do not use pattern or effects on the marque

Please note
EPS vector files have been created for Foil, PMS and CMYK colour modes.

RGB PNG files have also been created for use on screen and web.

Negative versions of the marque should be used on black or dark backgrounds.

The Illustrated Marque, Negative

Large Negative Marque
(BAFTA_MASK_PMS_NEG_LARGE.eps)
Minimum height of mask: 23mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Small Negative Marque
(BAFTA_MASK_PMS_NEG_SMALL.eps)
Minimum height of mask: 7mm
Maximum height of mask: 22mm
Master logos created for print (Pantone, CMYK, Foil) and web (RGB png)

Examples of how the negative marque *should not* be used.

Do not use the positive marque on a dark background

Do not use a solid panel behind the marque

Do not distort the marque in any way

Do not use the marque as a tint or background image

Do not change the colour of the marque

Do not use pattern or effects on the marque

The Photographic Marque

There are rare instances when a photographic rendition of the marque can be used. These instances should be considered decorative and only used when the reproduction process is of the highest quality and can do justice to the beauty of the BAFTA mask.

The mask has been photographed so it is shown at exactly the same angle as the marque to ensure the branding and identity is consistent across all applications.

These versions can also be used to provide decoration. For example, on items such as banners, in print as a cover image, or on screen for film stings or holding screens.

The photographic marque should mainly be used on a black background, however a version with a white background is also available. All versions have been specifically created and can only be used from the master artwork, which is held and supplied by BAFTA. These artworks should cover all required usages and never be recreated.

Important: the use of these versions should be special and therefore rare. Before using the photographic marque, you must obtain permission from BAFTA.

Photographic Marque

Black and White photographic versions of the mask have been created, however preferred usage is on a Black background.

NB. Black background is *preferred* usage

BRITISH ACADEMY
FILM AWARDS

Exclusion Zones

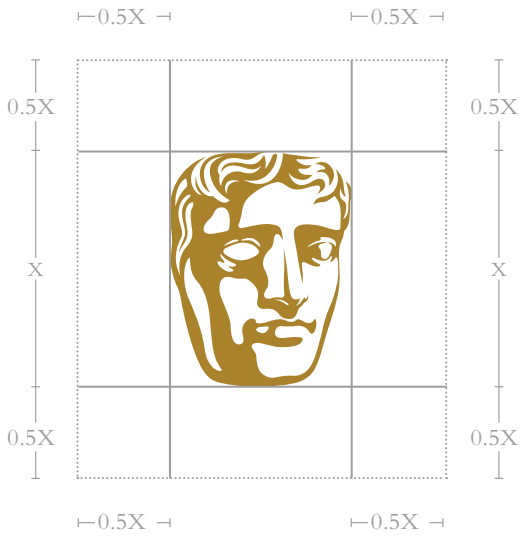
The Masterbrand logotypes should ideally have as much space around them as possible, to help them stand out and ensure any secondary material does not undermine its authority.

The logotype has a recommended area of clear space around it to prevent any secondary material inhibiting legibility. This area should be left clear of type, pictures, shapes and other logos. This simple logic also applies to when the marque is used in isolation.

Exclusion zones should be maintained each time the logo is used, including on photographic backgrounds, where an appropriate clear area within the image should be allowed for the logotype.

If, for some reason, you are finding it difficult to apply these principles, please contact BAFTA for further advice.

Please note:
All details shown in grey are guides only and *should not* be printed.



Please note:
All details shown in grey are guides only and *should not* be printed.

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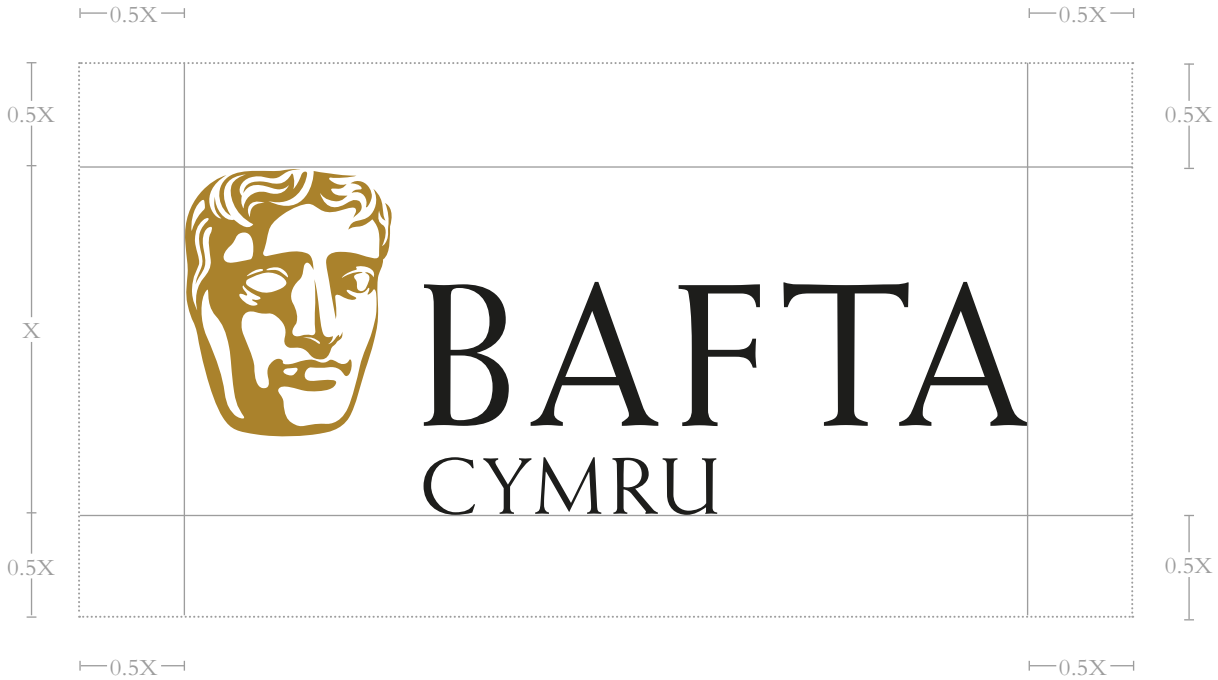
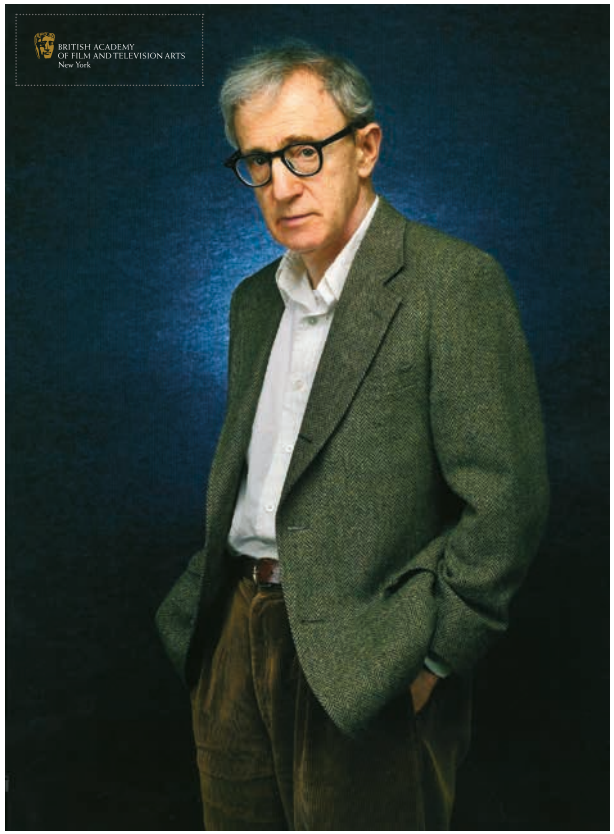
All details shown in grey are guides only and *should not* be printed.



Using the logos on an image

It may be necessary to use the logotypes on images. When this is the case, the legibility of the logotypes must not be lost. Contrast between the background and the logotypes must always be upheld. The exclusion zone must always be followed, with the marque sitting on a flat or plain area of the image, to ensure the transparent areas of the mask are not interfered with.

Examples of how the logotypes *should* be used on an image in positive and negative.

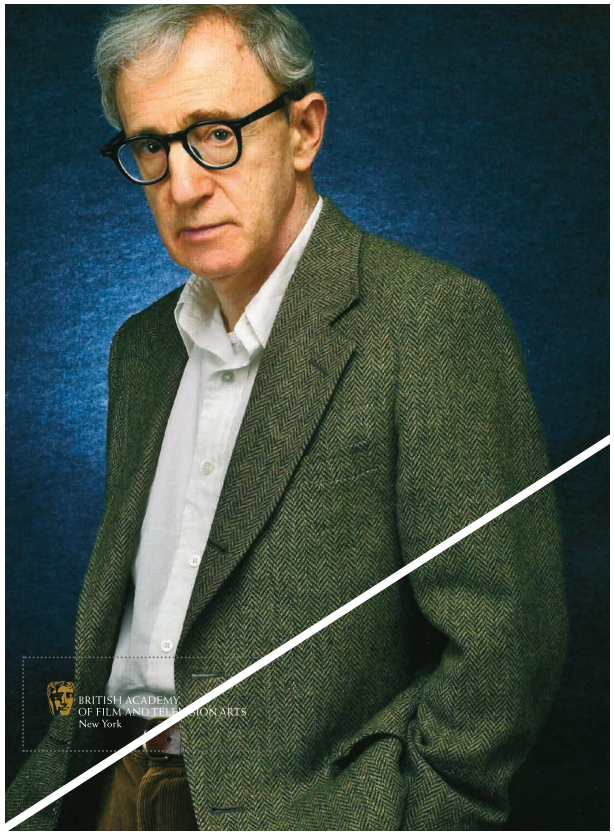


Please note:
Dotted lines shown in grey indicate the exclusion zone around the logotypes.

How a positive logotype *should* be used on an image

How a negative logotype *should* be used on an image

Examples of how the logotypes *should not* be used on an image in positive and negative.



Please note:
Dotted lines shown in grey indicate the exclusion zone around the logotypes.

How a positive logotype *should not* be used on an image

How a negative logotype *should not* be used on an image

Using the logos on a colour

The logotypes should appear on black or white wherever possible, as these are two of the primary colours in the BAFTA colour palette. However, there may be instances where the logos must appear on a colour background. In such cases, one of the colours from the secondary colour palette should be used for the background. However, if one of the secondary colours cannot be used, the monotone version of the logo should be used to ensure correct legibility. Contrast between the background and the logotype must always be upheld and the exclusion zone must always be followed.

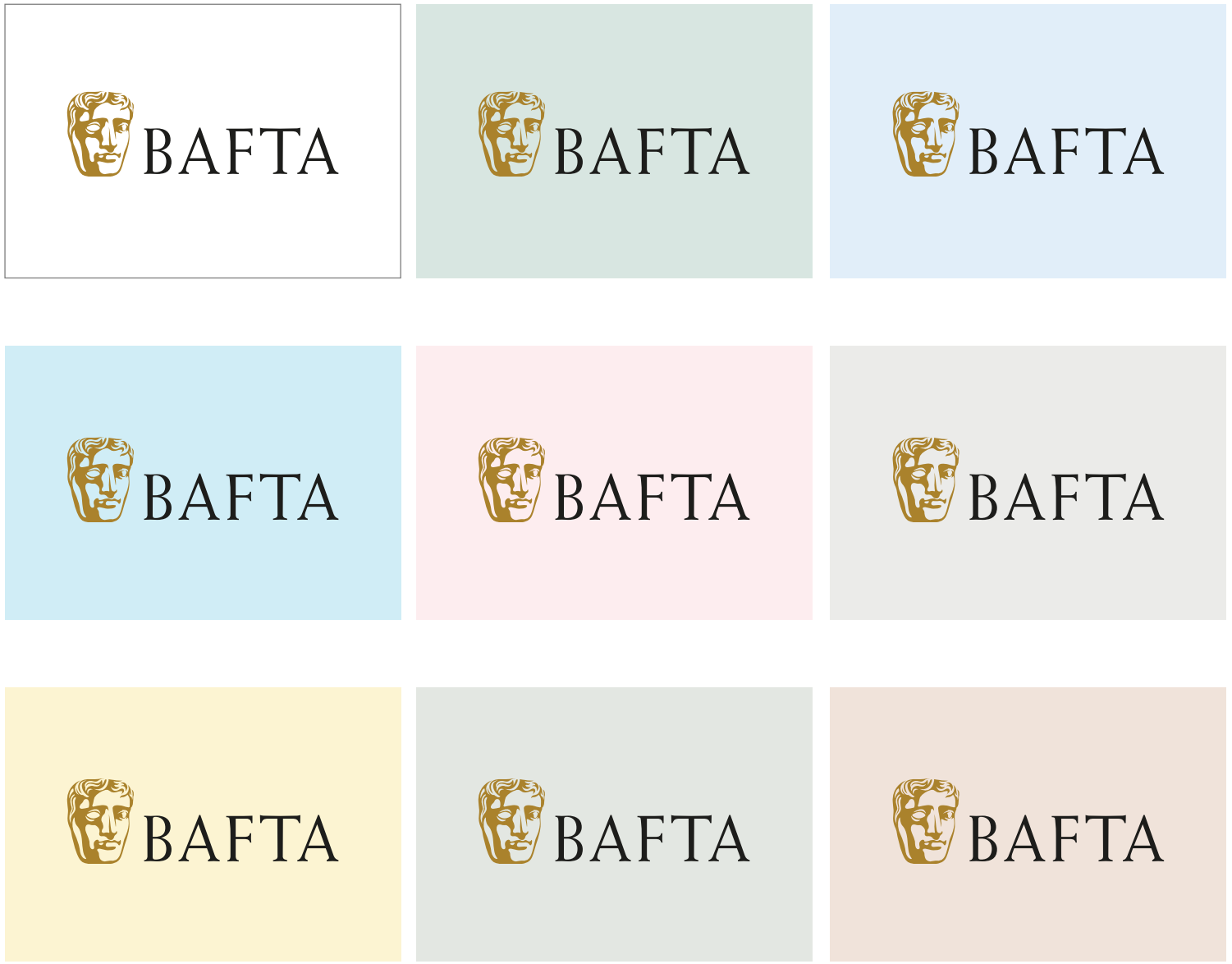
The *negative versions* of the logotypes should be used on dark coloured background as shown in the examples.

The *positive versions* of the logotypes should be used on light coloured background as shown in the examples.

Examples of how *not* to use the positive and negative logotypes on coloured backgrounds. Contrast between the background and the logotype must always be upheld.

The *negative versions* of the logotypes should be used on dark coloured background as shown in the examples.

The *positive versions* of the logotypes should be used on light coloured background as shown in the examples.



Examples of how *not* to use the positive and negative logotypes on coloured backgrounds. Contrast between the background and the logotype must always be upheld.

If locking any Masterbrand, sub-brand or abbreviation up with a sponsoring brand, please use the relationship rules shown on this page.

Primary sponsorship is the most premium form of sponsorships, where the sponsor name is added as a title lock-up. This special relationship ensures that the sponsor has maximum prominence, without compromising the gravitas of the Masterbrand.

The company name – in the example 'EE' – should be equal to the cap height of one line in the full Masterbrand (X). The space between the sponsor's logo and the Masterbrand should be equal to the space between the title and the marque (Y).

Please note:
All details shown in grey are guides only and *should not* be printed.

Primary sponsorship

If locking any Masterbrand, sub-brand or abbreviation up with a partnering brand, please use the relationship rules shown on this page.

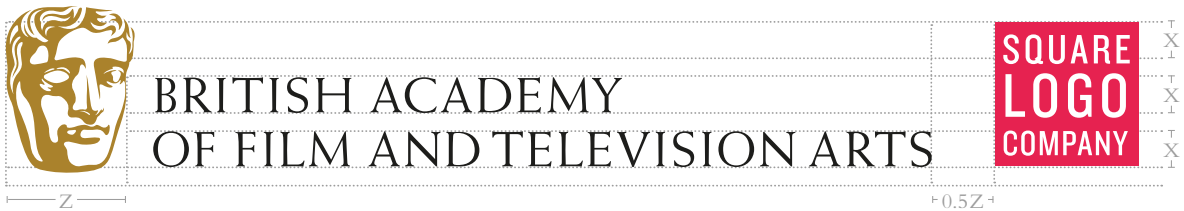
The relationship between the Academy's logos and the logos of partnering brands has been created to be visually equal. Depending on the proportions of a Partner's logo, there are slight variation in the relationships.

Please use the rules shown on this page if the partnering brand is square, round or rectangular (landscape).

The Partner's logo should be equal in height to three lines of the BAFTA title lock-up. The space between the Academy's logos and the logos of Partnering brands, should be half the width of the marque (Z).

Please note:
All details shown in grey are guides only and *should not* be printed.

Joint partnerships



Joint partnerships

If locking any Masterbrand, sub-brand or abbreviation up with a partnering brand, please use the relationship rules shown on this page.

The relationship between the Academy's logos and the logos of partnering brands has been created to be visually equal. Depending on the proportions of a Partner's logo, there are slight variation in the relationships.

Please use the rules shown on this page if the partnering brand is a tall stack/shape.

The Partner's logo should be equal in height to the BAFTA Marque (X). The space between the BAFTA logo and the Partner's logo should be half the width of the marque (Z).

Please note:
All details shown in grey are guides only and *should not* be printed.

Joint partnerships

If locking any Masterbrand, sub-brand or abbreviation up with a partnering brand, please use the relationship rules shown on this page.

The relationship between BAFTA's logos and the logos of partnering brands has been created to be visually equal. Depending on the proportions of a Partner's logo, there are slight variation in the relationships.

Please use the rules shown on this page if the partnering brand is very long and narrow.

The Partner's logo should be equal in height to the BAFTA title lock-up. The space between the BAFTA logo and the Partner's logo should be half the width of the marque (Z).

Please note:
All details shown in grey are guides only and *should not* be printed.

TYPEFACES

THE BAFTA IDENTITY USES THREE TYPEFACES ACROSS ALL PRINTED AND SCREEN-BASED LITERATURE: BEMBO, WILFORD AND THE SYSTEM FONT CENTURY GOTHIC.

Font Families

Bembo is the primary font, mainly for corporate items. Wilford is the secondary font and is used to help create various levels of personality in communications. Both fonts can be used together if required, and should always be used by designers in print and in fixed digital formats such as PDFs and web banners.

Century Gothic takes the place of Wilford for internal use, such as BAFTA's correspondence and presentations. As it is a standard system font, it can also be used for web contexts in which it would not be possible to use Bembo or Wilford, such as websites and HTML emails.

Typefaces to be used by designers and in print.

Bembo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$^&★()_+{}“”<>

Wilford

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$^&*()_+{}“”<>

Typefaces to be used for presentations, internal documents and letters.

Please note
This is also a font that can be used for online applications.

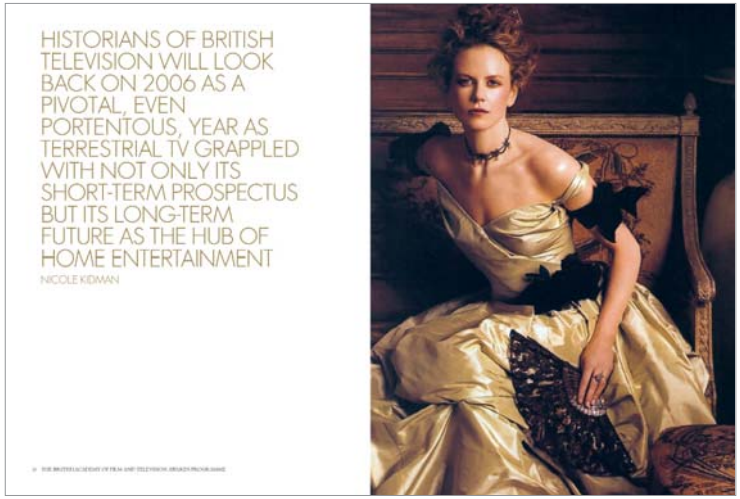
Century Gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$^&*()_+{}“”<>

Type usage

Insights
Alejandro González Iñárritu
Director
Gael García Bernal
Actor
Guillermo del Toro
Director
Guillermo Arriaga
Writer

LOREM DOLOR SIT AMET, SEMPER ET SED MAGNA* NULLA EU RISUS.
"ARCU EU MATTIS VESTIBULUM, ANTE NUNC BLANDIT TORTOR, NEC SCELERISQUE FELIS LOREM AT NULLA BLANDIT TORTOR, NEC SCELERISQUE FELIS LOREM AT AT NULLA."


HISTORIANS OF BRITISH TELEVISION WILL LOOK BACK ON 2006 AS A PIVOTAL, EVEN PORTENTOUS, YEAR AS TERRESTRIAL TV GRAPPLED WITH NOT ONLY ITS SHORT-TERM PROSPECTUS BUT ITS LONG-TERM FUTURE AS THE HUB OF HOME ENTERTAINMENT
NICOLE KIDMAN

LARA'S BACK WITH A BANG
"LOREM IPSUM DOLOR SIT AMET HEY, CONSETETUR SADIPSCING ELITR, SED DIAM. QUOTE MEON HIC ESTIMATE QUARRELS ET NON IGNITUS"

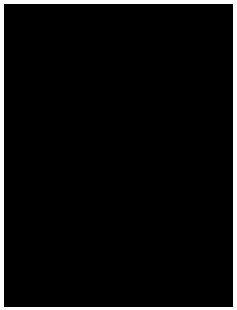
COLOURS

COLOUR PLAYS AN IMPORTANT ROLE IN THE IDENTITY.
IT WILL HELP TO CREATE A STRONG RECOGNISABLE BRAND
AND DEMONSTRATE BAFTA'S VALUES AND PERSONALITY.

Primary colours

There are three primary colours in the palette: black, white and gold. Black or white should be used in the main, with gold used as an accent colour.

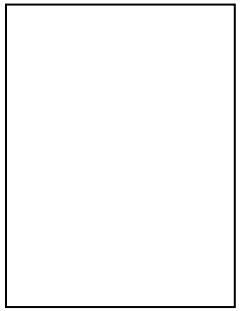
The specifications are listed for special Pantone colours, CMYK and in RGB for use on screen. Gold Foil blocking references have also been given.



CMYK
C0–M0–Y0–K100

RGB
R0–G0–B0

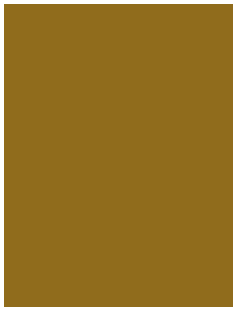
RAL
9005



CMYK
C0–M0–Y0–K0

RGB
R100–G100–B100

RAL
9003



CMYK
C7–M37–Y99–K19

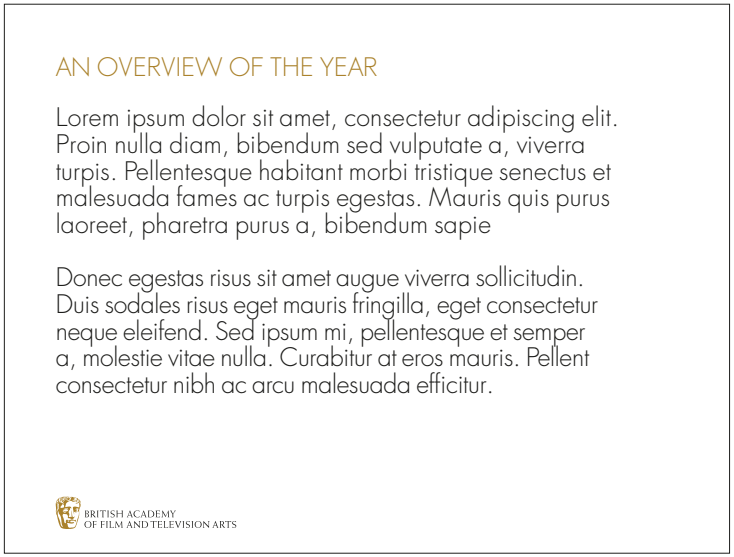
RGB
R197–G146–B23

PMS
Pantone 8641

FOIL
ITW–Gold 240 AK Laser
(Laser-safe foil)

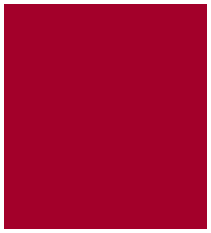
RAL
1036

Primary colours usage


AN OVERVIEW OF THE YEAR
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nulla diam, bibendum sed vulputate a, viverra turpis. Pellentesque habitant morbi tristique senectus et malesuada fames ac turpis egestas. Mauris quis purus laoreet, pharetra purus a, bibendum sapie
Donec egestas risus sit amet augue viverra sollicitudin. Duis sodales risus eget mauris fringilla, eget consectetur neque eleifend. Sed ipsum mi, pellentesque et semper a, molestie vitae nulla. Curabitur at eros mauris. Pellent consectetur nibh ac arcu malesuada efficitur.
BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

Secondary colours

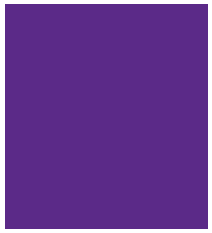
Secondary colours are used in a supporting role. They are there to help differentiate from the main brand colours, and emphasise words, headings or areas. These colours can also be used to help reflect the mood of the brand within various sectors of the organisation.



CMYK
C8–M100–Y79–K28

RGB
R167–G25–B48

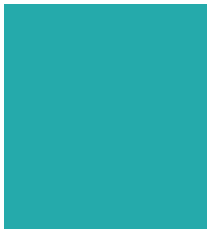
PMS
PANTONE® 187



CMYK
C67–M92–Y0–K0

RGB
R128–G55–B155

PMS
PANTONE®2593



CMYK
C81–M0–Y36–K0

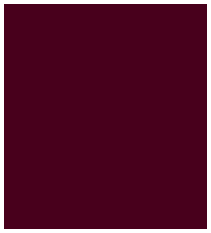
RGB
R0–G192–B181

PMS
PANTONE® 3262

CMYK
C100–M70–Y0–K4

RGB
R0–G70–B173

PMS
PANTONE® 293



CMYK
C18–M100–Y42–K69

RGB
R94–G23–B45

PMS
PANTONE® 7421

CMYK
C75–M100–Y5–K28

RGB
R91–G31–B105

PMS
PANTONE® 2623

CMYK
C100–M17–Y33–K66

RGB
R0–G80–B92

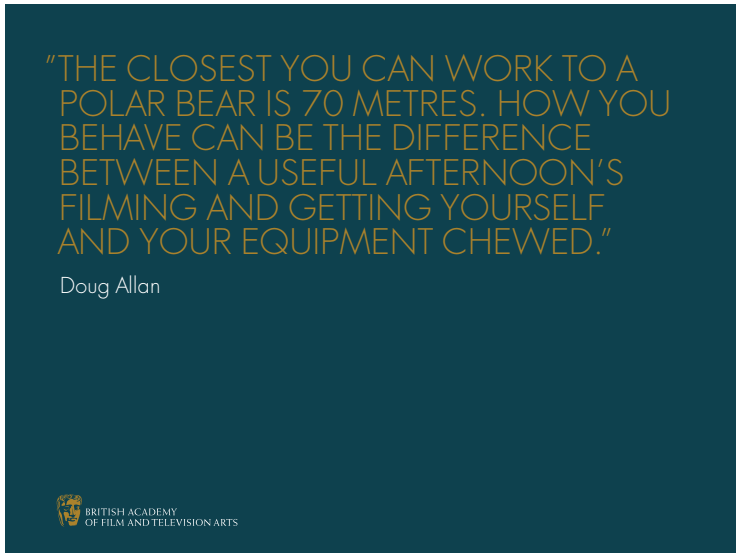
PMS
PANTONE® 3165

CMYK
C100–M57–Y12–K70

RGB
R0–G51–B89

PMS
PANTONE® 540

Secondary colours usage


"THE CLOSEST YOU CAN WORK TO A POLAR BEAR IS 70 METRES. HOW YOU BEHAVE CAN BE THE DIFFERENCE BETWEEN A USEFUL AFTERNOON'S FILMING AND GETTING YOURSELF AND YOUR EQUIPMENT CHEWED."
Doug Allan
BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

PROGRAMME OF EVENTS
I. THE BRITISH ACADEMY OF FILM AND TELEVISION ARTS (BAFTA)CHAIRMAN'S MESSAGE
II. BAFTA MANAGEMENT LIMITED (BML)
III. OFFICIAL NOMINEE GIFT PROVIDERS
IV. BAFTA'S (UNAUDITED) FINANCIAL STATEMENTS
V. EXTRAS: THE BAFTA EPISODE
VI. YEAR-ROUND ACTIVITIES
BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

Thank you

This document has been created to be used for guidance only. It has been designed to ensure a consistent look and feel is achieved across the BAFTA brand without restricting creativity in implementation.

Should you have any queries when implementing the brand identity, please do not hesitate to contact BAFTA.

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